



Spotlight Organics!



A special USDA-FAS promotion!

Free International Buyer Alerts from USDA!

Are you a certified company exporting an agricultural product?

In April 2004, the Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture (USDA) will have a special Organic Buyer Alerts newsletter that will highlight the range of high quality certified organic products available for export.

What are Buyer Alerts?

The FAS Buyer Alerts service is a proven way to inform foreign buyers about products and the companies that offer them. This biweekly newsletter distributed by FAS directly via e-mail to international buyers allows a "for sale" ad to be read in more than 120 countries by over 21,000 buyers worldwide. Buyer Alerts are available in English, Spanish and Portuguese. Whether a company has a new product or is new to FAS Services, Buyer Alerts are well worth experimenting with as \$30 million in sales were attributed to this service in the last two years.

Curious as to what the new format looks like? Visit <http://www.usdabuyeralerts.com>.

How is this different than the normal Buyer Alerts!

These "Spotlight Organic" Buyer Alerts will be featured on the FAS Organic Products Web site at <http://www.fas.usda.gov/agx/organics/organics.html> throughout 2004!

Free Advertising!

Normally there is a \$15 fee for each announcement that provides a product description, offer terms, and information about the company. However, for the "Spotlight Organic" edition, certified organic companies are invited to try up to three free Buyer Alerts. **The submission deadline is March 31st, 2004.**

How Do I Participate?

If you have never done a Buyer Alert:

Please read all the instructions at <http://www.fas.usda.gov/agexport/bainfo.html> so that we do not need to contact you further to clarify your information!

To take advantage of the offer, visit the on-line application for Buyer Alerts at

<http://www.fas.usda.gov/scripts/Agexport/BuyerAlertForm.asp>.

Please do not forget to e-mail a .jpg or .gif of a product or company logo to buyeralerts@fas.usda.gov!

On the form please include as MUCH information about your product as possible! Recommended information includes: any trade shows you will be attending, specials, new products, name of certifier, awards received, booth number, etc. Some good examples of ads can be found at http://www.fas.usda.gov/agx/organics/Buyer_Alert_Expo_West_03.htm.

Just complete the on-line form and do **NOT** send any payment!

Need more information?

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